



VIDEOAGE

INTERNATIONAL

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DAY 2

October 18, 2016

U.S. Studios' Show Of Force at MIPCOM

Here at MIPCOM, all major U.S. studios are in full force, in particular, CBS, Disney, NBCUni and Fox are scheduling special events to highlight their new slates. All six major U.S. studios are here with a total of 60 new series.

In terms of events, Disney is showcasing three of their brightest stars: Shonda Rhimes as MIPCOM's Personality of the Year, Ben Sherwood as keynote speaker and Ben Pyne at his traditional luncheon-presentation, plus the premiere of *Love and War*.

Sony Pictures has keynote speaker Kazuo Hirai and is screening *The Halcyon*. Meanwhile, Fox is honoring veteran TV distribution executive Marion Edwards with a Vanguard Award, in addition to screening *Mars* and premiering *The Rocky Horror Picture Show*. NBCUniversal is



screening *Jamestown*.

VideoAge calculated that the U.S. studios will be taking close to 30 percent of all MIPCOM's programmed event hours.

In terms of content, Belinda Menendez, president, NBCUniversal International Distribution and Networks, reported that compared to

(Continued on Page 4)

OTT: Pay-TV Into VoD Mode

At yesterday's panel on "The Rise of the Regional OTT Giants," Utofilm's Anke Beining-Wellhausen gave a quick overview of the OTT landscape, while Oliver and Ohlbaum's Theresa Vimmerslev illustrated the factors that provide for a "fertile field for OTT players," such as language and cultural clusters and strong local and regional subscription television, among others. Vimmerslev saw OTT as a natural extension for "pay television," which is moving more and more into VoD and is a way for producers and distributors to control content. Vimmerslev pointed out that upcoming OTT should have four main characteristics: distinctiveness, tailor-offered, quality delivery and consideration

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VideoAge
Daily
on the go



Singapore's MDA Evolves Into IMDA

Singapore's former Media Development Authority (MDA) is here in Cannes under a restructured entity: the Infocommunications Media Development Authority (IMDA). The new entity was formed after merging with the former Infocomm Development Authority of Singapore (IDA). The restructuring aims to better capitalize on the convergence of pay-TV and telecommunications.

Gabriel Lim, who was MDA's CEO, is now CEO of IMDA, and Angeline Poh is assistant CEO. Both are attending MIPCOM (this is Lim's first market). For Lim, the merge offers a "single look at promoting Singapore and regulations initiatives. The Authority is still within the same Ministry of Communications," he explained.

Jacqueline Poh (no relation to Angeline), who was heading IDA, has been appointed managing director of the Singapore Government Technology Organization (GTO), which aims to lead the digital

(Continued on Page 4)

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DRAMA SERIES
8 X 1 HOUR

BAVARIA FERNSEH
PRODUKTION

SONAR
ENTERTAINMENT

sky

(Continued from Cover)

U.S. Studios

last MIPCOM, “We have a higher volume of shows this year and more breakout series such as *Taken* and *Chicago Justice* for NBC, *My So Called Wife* for E! and *Falling Water* for USA Network. We are also very excited to be screening *Jamestown*, which is our next big show from Carnival [the producers of *Downton Abbey*].”

In terms of series with potential to become a superhit, Menendez said, “Nearly all our clients are enthusiastic about *Taken*. The series has a tremendous built-in brand awareness from the film franchise, incredible action sequences, and is the perfect combination of a procedural with serialized story arcs.”

At Twentieth Century Fox TV Distribution, svp Greg Drebin (pictured at right) reported that this year brings more quantity and diversity of product than in the past. For Fox, the current buzz is surrounding *This is Us* for NBC. There are also high expectations for their “big brands,” including the mid-season 24: *Legacy* and *Prison Break*, which will air in March.



CBSI's president of sales Barry Chamberlain (pictured on the cover with prez and CEO Armando Nuñez) said of this MIPCOM, “we are extremely pleased with the performance of *Bull* and *MacGyver*, the top two new series on television. They have all the necessary elements: action, adventure, humor, and entertaining storytelling, to become our next international's superhits.”

Ben Pyne (pictured below), president of Global Distribution at Disney Media Network, reported that, compared to last year, Disney has more returning series than ever. At yesterday's press luncheon, he introduced Keli Lee, who is moving to London as managing director, International Content and Talent ABC Studios, using the successful model of Disney LATAM “for local production, local content and local talent.”



GUSTO
TV'S CHRIS
KNIGHT



CORUS' RITA
CARBONE
FLEURY

Regional OTT

of multimedial streaming. Also on the panel, Janice Lee of PCCW, Carlos Tibi of ICFLIX and Bola Ogidan of iROKOTV, stressed the need for locally relevant technology to cater to different modes of consumption on demand, an issue with piracy and a need for linguistic and cultural diversity to appeal to a variety of countries. Ogidan expanded on IROKO as “the Netflix of Africa.” The regional channel is in 176 markets and has more clients in London than Lagos, yet they are considered very African-centric, which Ogidan calls “African stories, for Africans and by Africans.” This is due to the African diaspora keeping ties to back home, and is a leading cause why these regional OTTs work. 🇳🇮



Singapore

transformation in the public sector.

According to Lim (pictured at left), IMDA's goal is to “make Singapore the media hub of the whole Asian and beyond for film TV and digital.”

IMDA, housed at the Singapore umbrella stand P-1. C16, is also promoting the two-year old Singapore Media

Festival 2016. The event is Southeast Asia's main international media festival, which includes Asia TV Forum.

Recently, Singapore began an economic integration project among 10 countries of Southeast Asia, better known as AEC for Asian Economic Community, which will establish a single market second to China and third to India. 🇸🇬

MIPCOM Floor Bits

• **Content Media Corporation** has signed a distribution partnership with Cardinal Releasing, adding a raft of Cardinal's new Emperor Media titles produced and directed by music and media industry veteran Jon Brewer. New productions include 90-minute special *Beside Bowie: The Mick Ronson Story*, and three-part miniseries *Monochrome: Black, White & Blue*. Also launching: *B.B. King: On The Road*, *Steve McQueen: Desert Racer* and *Bad Company*. Content has also established a new partnership with Palatin Media, to source and acquire shows as well as co-distribute in the international market. Their first joint campaign includes Banger Films' *Hip-Hop Evolution*, a four-part doc for TMN/HBO Canada, and Netflix thriller *Between*, which is set in an idyllic town in which a mysterious virus kills everyone over 21.

• **Canada's Breakthrough Entertainment** has secured an added relationship with the Anne of Green Gables Licensing Authority to globally represent merchandising interests related to their *Anne of Green Gables* franchise. The first film in the series will be aired on YTV in Canada, PBS in the United States, ITV in the U.K., and ARD in Germany, and has had a recent theatrical release in Australia and New Zealand. In other Breakthrough news, the company has secured international distribution rights for two unscripted titles from SVOD platform Feeln: *Breaking Bread with Brooke Burke* and *Wonder Women*.

• **Gaumont Animation** has entered into a long-term agreement with American Greetings Entertainment (AGE). The companies will collaborate on the development, production and distribution of an animated series based on AGE's 1980's girls' brand *Herself the Elf*. AGE and Gaumont Animation will share worldwide distribution, while AGE will retain ownership of the *Herself the Elf* intellectual property.

• **Studio 100 Media** closed two deals in the Nordics: SVT Barnkanalen picked up *Kosmoo*, a detective story about a bionic dog of the same name, and public kids' broadcaster NRK Super also acquired *Kosmoo* and two seasons of *Night Watch*, a fantasy pre-teen show about three teenage guardians protecting their village from evil beings. In other news, Poland's TVP has acquired FTA rights for series *Heidi* for kids' channel ABC.

• **Blue Ant International** has sold over 300 hours of UHD programming to broadcasters across Asia and Western

Europe, including AB Groupe (France), Le TV and now TV (Hong Kong), Amazon Prime Video (Japan), and Autentic GmbH (Germany). In addition, Blue Ant's title *Jago: A Life Underwater* was recently recognized with a Panasonic U.K. Award for Cinematography (Small Crew).

Pictured below are (l. to r.): Saida Ali, Solange Attwood, Gwen Jones McCauley, Mike Jackson, Kate Blank.



• **SPI International's** online streaming service, FUNBOX 4K/UHD, has launched on Amazon Fire TV. Users with UHD-supported sets now have access to the library of documentaries, arts/culture, sports and lifestyle content. Amazon Fire TV is currently available in the U.S., the U.K., Germany, Austria and Japan. In 2016, FUNBOX 4K/UHD became a full channel, after previously being a free-to-air demo loop. Programming will include cinematic opera *La Boheme* and doc series *The Sea Chef*.

• **NBCUniversal Telemundo Enterprises** has unveiled Telemundo International Studios (TIS). The new production unit will focus on creating high-end short form, scripted formats with an eye towards emerging platforms and international markets. Marcos Santana, president of Telemundo International, will lead the new Miami-based business unit.

• As part of MIPCOM 2016's Country of Honor celebration, Japan's **Tohokushinsha Film Corp.** will serve their Kimura sake, Fukukomachi, in the Japan Plaza October 17-19. There will be a sake expert on hand to answer questions about the rice wine. The Kimura brewery, distantly related to Tohokushinsha's Tetsu Uemura, has a 400-year history. The brewery, which produces premium, small-batch sake by hand, became a Tohokushinsha group company 20 years ago. The sake is also served in restaurants such as Masa in New York, Sasabune in Los Angeles, Zuma in London and Kyubey in Tokyo.

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World

VIDEOAGE

The NAB Show in New York is 'Programmatic'

This year, NAB Show New York is all about mustering and monetizing audience data for TV outlets. Of the scheduled 40 conferences, topics such as "How to Grow Audiences," "Analytic Measurements," and "Data Driven Sales," will dominate the event.

The Show is taking place in its traditional venue, New York City's Javits Convention Center, November 9-10. It is a sister event of the much larger NAB Show Las Vegas next April and at par with the new NAB GIX (Global Innovation Exchange) in Shanghai, this coming December.

Expected to get lots of attention are the November 9 keynote by Bob Gruters, who leads client services for entertainment at Facebook, and the November 10 keynote by Charlie Corwin, co-chairman and co-CEO of Endemol Shine North America, about "The Marriage of Content and Brands."

Naturally, localism is one of NAB stalwart missions, and thus seminars will also be focusing on "programmatic TV," which is the automation of audience-based TV advertising through a software platform.

At NAB New York, TV stations shop talks will intermingle with



production issues like 4K and High Dynamic Range, 3D and now the new 120 fps challenges.

As far as programmatic technology, it improves the TV standard set in the 1950s, in which marketers rely on GRPs to determine desirable audiences for their ads. Today, marketers use broadcaster's set-top-box data to identify a more specific subset of consumers and purchase TV spots against these audiences programmatically.

Programmatic TV advertising is the data-driven automation of audience-based advertising transactions. It inverts the industry standard, in which marketers rely on show ratings to determine desirable audiences for their ads. Instead, with programmatic tech, marketers use audience data to pipe advertising to optimal places.

The Washington, D.C.-based NAB acquired what was then called CCW in 2014 and last year it reintroduced it as NAB Show New York. The event's market portion has more than 300 exhibitors.

Traditional TV Is Alive & Well

Documentary Television reported on Peter Katsingris' overview on capturing the shift from live to on-demand TV consumption.

Katsingris, who is svp Audience Insights at Nielsen, stated that traditional household television tuning remains at all-time highs and that just as many Americans of all ages are watching TV. According to him, from 98 percent to 99 percent of all age groups are tuning in to TV. "What has happened is that they are spending somewhat less time doing so," he reported, "but traditional TV and radio continue to represent the lion's share of media consumption."

Nonetheless, continued Katsingris, live TV is decreasing, while the use of other devices attached to the TV set (collectively, DVRs, DVDs, videogame consoles, VCRs and multimedia devices like Apple and Roku) continue to increase.

At different life stages, people watch different amounts of TV and use different digital platforms.



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MIPCOM Stand C20.A



A Call For A Global Media “Innovator”

The Diplomatic Council (DC) is called a bridge between diplomats and businesses. Its annual Global Media Forum wants the media take the responsibility that it does not currently meet, as they are faced with massive disruptions in their industry.

The Council was founded in 2011 in The Hague by a group of diplomats, and now serves as a global think tank. Last year the Council obtained consulting status within the U.N.’s Economic and Social Council.

In 2014, the Council launched the DC Global Media Forum and appointed German journalist Dieter Brockmeyer as chairman. Last year, the Forum created the Global Media Innovator Award, and this coming January, the second award’s recipient will be announced.

But, warned Brockmeyer, “it is not another media prize — there are plenty of those already. For each year there will be only one ‘Innovator.’ The award is designed to be convergent — no matter the technology, content or platforms — everything is taken into account. The only requirement is that the ‘Innovator’ has the potential to sustainably change how we live and work through the media.”

“For this purpose,” continued Brockmeyer, “the Diplomatic Council



has formed an international board, which proposes a ‘white list’ that serves to determine the ‘Innovator.’” The board is comprised of Rebecca Lieb, a New York City-based media analyst; Ian Wightman of IHS in Austin, Texas, a global market research agency for media and technology issues; David Mercer of Strategy & Analytics, a global market research agency based in Milton Keynes, England; Jo Groebel, director of DDI in Berlin, and from Canberra, Robin Eckermann, the “father” of the Australian telecommunications industry. Plus, I.E. Buddhi K. Athauda — Sri Lanka’s former Ambassador to The Netherlands and founding president of the Diplomatic Council — represents the Council on the award board (pictured at left).

Additional members on the board are: Moeed Amad, heading Al Jazeera’s Innovation Department in Doha; Dato’ Ng Wan Peng of the Malaysian IT and media state agency MDEC, and ABN Africa’s CEO George Twumasi.

VIDEOAGE’S International TV Distribution Hall of Fame

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WHO BUILT AN INDUSTRY

LARRY GERSHMAN

HONOREE IN THE
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Wi-Fi To GoGo in Air

Picking up from the in-flight entertainment (IFE) story in *VideoAge*’s June/July Issue, by 2020 there will be enough Ku-band satellite capacity over North America to serve 2,800 commercial aircraft in the air at any one time. Each aircraft will have 100 passengers online simultaneously.

Meanwhile, Chicago-based Gogo (one of the world’s top three IFE providers) is spending \$50 million to upgrade its own Air-To-Ground network in North America for its 2Ku service, which supplies 100 Mbps to each aircraft.

Gogo will install 2Ku on some 1,300 commercial aircraft and announced its latest order for 124 long-haul aircraft for Air France/KLM, on Sept. 29.

Gogo expects average annual revenue per aircraft, now around \$140,000, to double by 2021.

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Gusto Explores All Cuisines

Gusto Worldwide Media makes cooking look easy while delving into different food cultures. 4K food series **Fish the Dish** unlocks the secrets to cooking seafood while celebrating sustainability. Over 120 recipes and food photography accompany the series.

One World Kitchen, a 4K series, explores international cuisine from Italy, India, Thailand, Argentina and Japan, along with over 200 recipes and webisodes.

In each episode of **A is for Apple** (pictured), one of three chefs shop for ingredients that start with one letter. Additionally, there are over 120 recipes and webisodes.

Documentary 4K food series **Crate to Plate** delves into the start of the food cycle, meeting the people involved with planting, harvesting and cooking.

The Latin Kitchen is a 30-minute series that focuses on Latin cuisine, including Mexican, Venezuelan and Spanish.

In 4K food series **Urban Vegetarian**, the delicious parts of the plant-based lifestyle are highlighted.

Stand R7.M2

www.gustoworldwidemedia.com



Corus Entertainment: For the Win

Toronto-based Corus Entertainment is highlighting its new home renovation programs in Cannes. Since last year, the company has been beefing up its lifestyle portfolio and is now at MIPCOM to premiere three key lifestyle series. In **Home to Win**, HGTV Canada network celebrities remodel average homes into hot properties. The series ends in a one-hour challenge episode where contestants compete to win the updated home.

Lifestyle series **Backyard Builds** explores creative opportunities for outdoor spaces, from yoga studios to jungle gyms. Contractor and designer Brian McCourt works with design expert Sarah Keenleyside to make unique structures for any budget.

Save My Reno (pictured) is a new lifestyle series that follows contractor

Sebastian Clovis and DIY designer Sabrina Smelko as they repurpose pieces and create custom items for homeowners with a limited budget. The duo cuts costs by putting homeowners to work.

Stand P-1.Ao/P-1.A5I/ P-1.B5I

www.corusent.com



9 Story Has Felines and Friends

9 Story Media Group is bringing a slate with animated and live-action series for kids of all ages. New animated comedy **3 Amigonauts** (pictured) is about a crew of charmingly clumsy friends studying at the most prestigious academy in the solar system.

Nature Cat, an animated 2D comedy, follows a housecat named Fred who yearns for the outdoors but has no instincts for nature.

Live-action series **Monica Chef** is a comedy/drama that features a young culinary student navigating the world of haute cuisine.

Garfield and Friends, the classic 2D animated comedy, is new to 9 Story. The series revolves around a grumpy and sarcastic cat with a strong aversion to Mondays.

Peg + Cat, an animated preschool title, is about a young girl who solves arithmetic problems in a creative way with her sidekick, Cat.

Animated adventure comedy **Wild Kratts**, now in its fifth season, follows Chris and Martin Kratt as they meet animals across the world.

The 12-year-old prankster McGee ends up at the spooky **Camp Lakebottom** when his bus takes a wrong turn.

Stand R7.K28

www.9story.com



Breakthrough Celebrates Women

From celebrity-led series to teen movies, Breakthrough Entertainment is at MIPCOM with a varied line-up of new programs. **Hollywood Homicide Uncovered** is a documentary series that retells the horrific stories of celebrity murders.

Sarah Sharratt, a North American mom and food lover, finds a new path when she moves to rural France in food series **Uprooted**.

In food-centered lifestyle talk show **Breaking Bread with Brooke Burke** (pictured), Burke leads cooking demos and shares meaningful recipes from celebrity kitchens or favorite restaurants.

Factual series **Wonder Women** highlights the lives of women who break barriers and accomplish extraordinary achievements.

Eight-part lifestyle series **Young Once** explores the unconventional lives of students at a conservative university in California.

Mr. Trance is a kid's comedy series that follows how one man uses his inventive imagination to solve everyday problems.

In the new upcoming **Bruno & Boots** movies, Bruno tries to rally his fellow private school students to raise money for a swimming pool.

Stand P-1.Ao

www.breakthroughentertainment.com





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DEFINING ENTERTAINMENT

LIONSGATE

Zee Rings the Wedding Bells

Nuptials are in at Zee Entertainment Enterprises. *Kum Kum Bhagya* (**Wedding Bells**) is a modern series about a mom who just wants her daughters to get married. She runs a marriage hall, and seeks suitors for her daughters with different personalities.

A child widow defies all odds in family drama *Gangaa* (pictured). Her resilient spirit threatens old customs in society, but she is determined to thrive.

HD period drama *Ek Tha Raja, Ek Thi Rani* (**Once Upon a Time, There Lived a King & Queen**) revisits the true story of the Ameerkot family, who arrange a scandalous marriage between their son, a prince, and the state's biggest moneylender.

Overweight couples work with trainers and nutritionists to slim down before their weddings in HD series *Altard*. The pair gets in shape separately over 12 weeks, and they don't see each other until their wedding day.

Dog expert Seth Casteel helps match potential dog owners with the best breeds for their lifestyles — from active dogs to sociable canines — in HD series *Finding Fido*.

Zee also comprises Zee Bollyworld, the world's largest compilation of Indian entertainment content, giving access to over 222,000 hours of programming; and U.S.-based Z Living, a lifestyle network focusing on living well, naturally.

Stand P-1.K51

www.zeebollyworld.com



Mediaset Calls In The Pope

Italy-based Mediaset Distribution is focusing on organized crime, and the brave people who fight against them. In Mafia series *The Boss is Back*, an aging Mob boss returns to Sicily after three decades on the run. He keeps secrets about his enemies and plans for the future in his precious notebook.

Code Name Solo (pictured) is a crime series about an undercover agent fighting the Mafia against drug trafficking. The agent must stand up to a ring of traffickers that spans many different countries.

Crime series *A Sicilian Story* follows a task force on the hunt to capture a Mafia boss. As the team unravels the intricacies of Cosa Nostra, they find the Mob's influence digs into the political and economic spheres.

Call Me Francesco — The People's Pope is a biography of Pope Francis, spanning from his early days as a chemical technician and then as a literature teacher, to his Jesuit commitment during the military dictatorship.

Set in Herat, Afghanistan, drama series *TF45 Friendly Fire — Hero for Love* follows the romance between Captain Enea De Santis, an Italian officer, and Samira, an Afghan woman who works for a non-profit.

Alberto's dream is to live in the household appliance section of a department store in *The Store of My Life*. Once he achieves his dream, his wife tries to bring him back home. The store's customers are all pranked on hidden cameras.

In docu-reality series duo *The Siffredi Family & Rocco to the Rescue*, the famous porn star documents his daily life in Budapest with his family. He also uses his extensive experience to help those who need to spice things up in the bedroom.

Stand R7.F7

www.mediasetdistribution.com



Rock Out with Studio 100

Munich-based Studio 100 goes supernatural, with crime-fighting dogs, the ghosts of dead rockers and meddling elves. Robbe and his dog *Kosmoo* seek adventure in their boring town by solving petty crimes. They unravel mysteries from Robbe's bedroom, with the help of his best friend, Ellis.

In live-action fantasy series *Night Watch*, the village of Dusky Lake is the portal to the underworld. Strange, ill-intentioned creatures show up, and three guardians must protect the town's inhabitants.

Ghost Rockers is a live-action mystery series about five teenagers with big dreams. As outsiders in their school, the friends form a band in the basement haunted by the spirits of legendary rock stars.

In live-action comedy *The Adventures of Lolly Laffalot*, Lolly spends most of her time at home with her friends. Her father is an inventor, and the group has fun trying out the new experiments together.

Based on the popular books by Waldemar Bonsels, CGI-animated series *Maya the Bee* is about a little bee who is different from the rest of the hive.

Rebellious *Nils Holgersson* is transformed into a miniature human by a mischievous elf. In this CGI-animated series, he discovers he can talk to animals, and makes friends with a goose named Martin.

CGI series *Arthur and the Minimoys* (pictured) follows a precocious 10-year-old, Arthur, who discovers the elaborate world of the Minimoys while on vacation at his grandmother's house.

Stand R7.C1

www.studio100media.com



Mondo Discovers New Inventions

Mondo TV is coming to MIPCOM with a slate of imaginative kids entertainment, starting with 3D CGI full HD series *Cuby Zoo* (pictured). When humans are away, the cube-shaped animals in come to life. Although they seem to be just toys, the playful characters come out to explore.

Heidi Bienvenida a Casa, a live-action comedy, is a reinterpretation of Joanna Spyri's classic novel, *Heidi*. The series brings comedy, humor and music in an updated rendition.

An intelligent and creative fox is the center of *Invention Story*, available in 3D CGI full HD. In each episode, the clever animal creates a new invention.

When evil schemers threaten to disrupt the quiet town of Nori Park, little rollercoaster *Nori RollerCoaster Boy* must defend his home and neighbors in this 3D CGI full HD adventure series.

In 2D full HD series *Sissi the Young Empress*, a young and free-spirited empress follows her own path. She resists the rigid rules and elaborate etiquette of the court to explore her dreams.

The Treasure Island, a 2D/3D full HD comedy adventure, is a reimagining of R.L. Stevenson's well-known story. Jim Hawkins and his team of pirates search the world for hidden treasure.

Comedy adventure series *YooHoo & Friends* 3D, aimed at kids ages 4-7, follows YooHoo and gang as they protect endangered species and the environment around the world.

Stand P-1.N1/P-1.M2

www.mondo-tv.com





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Fox Brings Back Iconic Shows

Twentieth Century Fox Television Distribution has a retro feel in Cannes, starting with a reimagining of William Peter Blatty's 1971 book **The Exorcist** (pictured), a serialized psychological thriller that follows one family's demonic possession.

24: Legacy is the next installment in the drama franchise **24**. Military hero Eric Carter (Corey Hawkins) works with the Counter Terrorism Unit to prevent a terrorist attack in the U.S.

The major stars of **Prison Break** return for the updated version of the action-drama series. Lincoln (Dominic Purcell) and Sara (Sarah Wayne Callies) join forces to gain a big escape.

Mandy Moore stars in **This is Us**, a drama series about people who cross paths and discover that some of them share the same birthday. The series comes from the writer and directors of *Crazy, Stupid Love*.

Ginny Baker (Kylie Bunbury) is the first woman to play in Major League Baseball in drama series **Pitch**. She deals with her demanding father, sexism and being thrust in the spotlight.

The Rocky Horror Picture Show is a two-hour event that revisits the original cult classic film with a new cast. Janet (Victoria Justice) and Brad (Ryan McCartan) stumble upon mad scientist Dr. Frank-N-Furter (Laverne Cox).

Stand P3.A1



www.foxfast.com

Priority Activates Brands

Priority PR is a global publicity, marketing and creative agency that specializes in traditional media and entertainment. The Los Angeles-based firm counts top companies and leaders in the U.S., Latin America, Europe and Asia as clients, with services that can be accommodated to various company sizes. Priority PR facilitates strategies for maximum engagement and expanding target audiences or consumer bases on both a domestic and global level. For companies that would like to learn more, Priority PR's team is in attendance at MIPCOM 2016. Please email lionel@prioritypr.net to arrange a meeting.

www.prioritypr.net



To Find Out Where the TV Industry Is Coming From and Where It Is Headed,
Read VideoAge

Disney Tells Juan Gabriel's Story

From poverty to stardom: Disney Media Distribution Latin America tells beloved singer Juan Gabriel's life story. **Hasta que te conocí** is a fiction series that follows the path of Juan Gabriel (born Alberto Aguilera Valadez). The 13-episode autobiographical series is based on true stories about the life of the recently deceased Divo of Juarez, beginning with the life of his mother, a woman from a poor town who puts her son up for adoption. Disney Media Distribution Latin America, Juan Gabriel, Somos Productions and BTF Media produce the series.

Stand C14



www.disneymediadistribution.com

Dick Clark Tickles Your Funny Bone

Dick Clark Productions aims for laughs in **Now That's Funny** (pictured), which highlights the most comedic viral videos from around the world. The narrated series, currently in its second season, covers topics such as pets, kids, wildlife, DIY and science.

The 44th Annual 2016 American Music Awards will recognize today's top artists, with 16 performances from musicians around the world. Last year's event included Jennifer Lopez, 5 Seconds of Summer and Selena Gomez, among others.

Jimmy Fallon, live from the Beverly Hilton Hotel, will host **The 74th Annual Golden Globe Awards**. The ceremony will honor achievements in both motion pictures and television.

Now in its fourth season, **Fail Army** is an HD non-scripted series that highlights blooper-style fail videos. The voiceover-based series is co-produced by Dick Clark Productions and Jukin Media, the creators of Fail Army, a "fail channel" with 6.5 million subscribers.

Pop's biggest stars will perform at **The 2017 Billboard Music Awards**. The 2016 edition was hosted by entertainment mogul Ludacris and singer Ciara. Britney Spears, Justin Bieber, Celine Dion, among others played their songs.

Hungarian competition format **Virtuosos** is on the hunt for the top classical music talent from the country's most promising prodigies. The youngsters perform in front of world-renowned experts for the opportunity to play in distinguished music halls.

Celebrity Page is a daily syndicated series, available as a five-day-a-week strip that focuses on pop culture, celebrity news, gossip and lifestyle.

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GRB Goes Behind the Myth

GRB Entertainment's MIPCOM new offerings feature people from all slices of society, including iconic figures, rappers and imprisoned women. Real-life demons commit horrific murders in supernatural series **Occult Crimes** (pictured below). They hope to gain immortality by taking orders from Satan.

Documentary **WALT: The Man Behind the Myth** is the exclusive official biography of Walt Disney, presented by Diane Disney Miller and narrated by Dick Van Dyke.

Cleveland Hustles follows NBA star LeBron James as he tries to revitalize a Cleveland neighborhood by giving four entrepreneurs a chance.

In docu-series **Follow the Rules**, Grammy-nominated rapper and actor Ja Rule tries to keep his chaotic household under control with his wife, Aisha.

Six Latinos navigate language barriers, terrible food and uncomfortable social situations while running from immigration officers in film **Enchufe Sin Visa: An Undocumented Comedy**.

Until Proven Innocent: The Hannah Overton Story is a crime doc that explores the case of a woman who was sentenced to life in prison for the salt-poisoning death of her foster son.

In food and travel series **Hayden Quinn**, the celebrity chef leaves his home in Australia to embark on a culinary adventure in South Africa.

Stand R7.K17

www.grbtv.com



Alfred Haber Pays Tribute

Alfred Haber Distribution arrives at MIPCOM with a slate of awards shows and more. Watch stars such as Lady Gaga, Adele, Kendrick Lamar, Justin Bieber and other perform at the world's most popular annual TV music event, **2017 59th Annual Grammy Awards** (pictured).

Hollywood's diversity is on display during the **2017 23rd Annual Screen Actors Guild Awards**, a night for actors to recognize the talents of their colleagues.

Ghost Hunters is an unscripted paranormal series that follows real life experts searching for spirits in haunted locales.

Top 20 Funniest promises to be the most hilarious show on TV. Now in its fourth season, this reality series is sure to bring the laughs.

The **Grammy 4th Quarter Tribute Special** will pay tribute to a soon-to-be-announced rock legend.

The show will feature clip packages that highlight the musician's career, as well as contemporary stars performing well-known hits.

Reality series **Wicked Tuna** follows a brave group of fisherman as they navigate the freezing ocean waters, seeking the elusive (and expensive) Bluefin tuna.

Stand P-1.L50

www.alfredhaber.com



Spike It with Multicom

Multicom Entertainment Group comes to MIPCOM with a roster that includes animated series, intense thrillers and war features. Series such as *Larry King Now*, *Politicking with Larry King*, *Off the Grid with Jesse Ventura*, *Real Girl's Kitchen with Haylie Duff*, and *Brown Bag Wine Tasting with William Shatner* are featured in Ora.TV Library.

Brie experiences hallucinations about her murderous brother in thriller **Blood is Blood**, and fights for her life and sanity.

A Rooftop in Gaza is a war feature set in Palestine in 1989, during the first Intifada, or Palestinian struggle for independence. An Israeli soldier is killed by resistance fighters, and the lives of a Palestinian family and the Israeli crew are changed.

In sci-fi drama series **Blacklight**, the main characters are inexplicably drawn to a lake in the middle of the desert where they must save each other.

Ca\$h is a crime/comedy film that follows a man (Sean Bean) who meets up with a couple (Chris Hemsworth and Victoria Profeta) to recover his illegal stash.

In animated sports series **Spike Team** (pictured), aimed at kids, six young volleyball teammates learn life lessons and practice their skills around the world.

Stand R7.F26

www.multicom.tv



Become a Total Diva with WWE

WWE brings the drama both inside and out of the ring here in Cannes. The company's programming reaches more than 650 million homes worldwide in 25 languages. Topping their slate, **Raw** (pictured), which has aired on Monday nights for the past 20 years, is the longest-running episodic TV show in American history. It features the stars of wrestling in controversial moments and heated battles.

SmackDown combines drama, entertainment and athleticism. The long-running series has served as a platform for the lineup of WWE Superstars to showcase their talent.

In sports/entertainment series **Total Divas**, the Bella Twins, Paige, Natalya, and other cast members, celebrate their wins and navigate roadblocks inside and out of the ring.

WWE Main Event brings the large arena to home screens, and highlights athletes from the WWE Superstars and Divas from Raw and SmackDown in the ring.

Superstars features the top matches of the week, capturing unforgettable moments each week.

Catch up on the storylines and matches from Raw and SmackDown on **WWE Experience**, which also offers updates on WWE Superstars.

Stand R7.E75

www.wwe.com





1. 9 Story's Cathal Gaffney, Vince Commisso, Natalie Osborne, Claudia Scott-Hansen, Alix Wiseman, Stephen Kelley, Jennifer Ansley.
2. Sonar Entertainment's Tom Lesinski and David Ellender.
3. On Sunday, a first look at the A+E Networks' new stand hosted by Sean Cohan, A+E execs and six stars of their shows.
4. Lionsgate's Jennifer O'Connell, Brian Tannenbaum with producer Matt Kunitz (l.)
5. Gaumont TV's Erik Pack.
6. STARZ's Allison Rupp, Richard Schultz, Todd Bartoo, Kristen Bedno, Alisha Engalgau, Gene George, Meggan Kimberley, Alecia Kuschner, Melanie Poehner, Michelle Yee.
7. Zodiac's Eryk Casemiro, Gary Milne.

8. NBCUniversal's Ana Iglesias, Tamara Misert, Daryna Pyrogova, Joe Braman.
9. Multicom's Irv Holender, Jesse Baritz with Audioworks' Kip Kaplan (l.)
10. VIMN's Caroline Beaton.
11. Dick Clark's Bob Kennedy and Mariyah Dosani.
12. WWE's Karen Lay, Melody Yam, Heather Lubin, Emilio Revelo.
13. Global Agency's Izzet Pinto (r.) with star Cansu Dere (c.) and VideoAge's Bianca Serafini at a press event in Monte-Carlo on Sunday evening for the launch of their new series Mother.
14. Breakthrough Entertainment's Caroline Tyre, Craig McGillivray, Jodi Mackie.
15. Content TV's Diana Zakis, Jennifer Brinkworth.



My 2¢

Hollywood, the media and governments around the world are more star-struck over innocuous rocks falling from outer space than they are concerned about deadly earthquakes and polluted oceans.



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At times, Hollywood can be spaced out. For example, I don't understand why the film and television industry is more obsessed with outer space than inside Earth.

In view of the recent disastrous earthquakes throughout the world — including Italy, Ecuador, Japan, the U.S. and India (all above 6.2 magnitude) — and affecting a total of 10 countries, one would think that Earth would be more interesting and frightening than outer space.

The most recent movie set at the center of the Earth came out in 2012 (a sequel to the 2008 film *Journey to the Center of the Earth* by Eric Brevig), while one about the ocean's depths is from 1989 (*The Abyss* by James Cameron). Conversely, just this year 11 movies having to do with space were released.

But Hollywood is not alone in getting high and not being too deep. The scientific world can map out vast areas of Mars, but only 10 percent of our oceans' depths. In terms of danger, while 1,000 meteorites hit Earth every day, the number of daily earthquakes reaches 8,000. Plus, meteorites can be monitored, but earthquakes are unpredictable. In the U.S., material damages caused by earthquakes amount to \$5 billion per year. Damages caused by meteorites are insignificant.

Hollywood is good at tackling social issues like race relations, equal rights, pollution and corruption. Why not add Earth and sea survival to the mix?

Let's go back to facts and figures: In the U.S. the ratio of federal government spending between research in space and on Earth is 13 to one: For every \$13 spent on space only one goes to Earth. In actual dollars, the space agency NASA invests \$17.7 billion for space missions (\$105 million are for research on asteroids) yearly. An additional \$38.7 billion a year is spent on space defense and civil projects.

On the other hand, NOAA receives \$23.7 million for ocean explorations and USGS gets \$1.1 billion for geological studies.

The petroleum industry invests \$5 billion annually

for deep-sea exploration, but that goes for oil findings and to hide spills that are cleaned up with public money.

In terms of investment ratios for space and Earth, Hollywood is following the U.S. government. Aliens and extraterrestrial subjects are also a favorite topic of the general media, which dry ink wells when a new planet is discovered millions light-years away (not a difficult task considering that there are trillions of them out there), while Earth gets media exposure only after earthquakes, tsunamis and oil spills.

Plus, why are space aliens more interesting than deep-sea creatures? The reason could be that spaced-out scientists are better at PR than down-to-earth oceanographers and geologists. Space scientists are so good at promotion that they can even get media attention when announcing that a rock viewed on a

TV camera could have had water billions of years ago; Hollywood rushes to pitch movies about mankind moving to Mars after a meteorite destroyed Earth!

The problem is that those rocket scientists, in addition to having rocks in their heads, are also dangerous because they take funds away from the true necessities, like understanding earthquakes and the oceans' depths, necessary to both save lives and to relieve Earth from pollution dangers. Right

now, the world's most sophisticated early-warning system operating in Japan is light years away from being effective. While it can sound an alarm 10 seconds before an earthquake strikes, it is sufficient not to evacuate people, but to stop elevators and nuclear reactors.

After the establishment of NASA in 1958, the U.S. took 10 years to reach the moon and, after 58 years, it is time to turn it upside down and make it become NSOA (National Seismology and Oceanography Administration), so that by 2026 the oceans will be cleaned up and earthquakes can become just as innocuous as Hollywood movies about rocks falling from outerspace.

Dom Serafini



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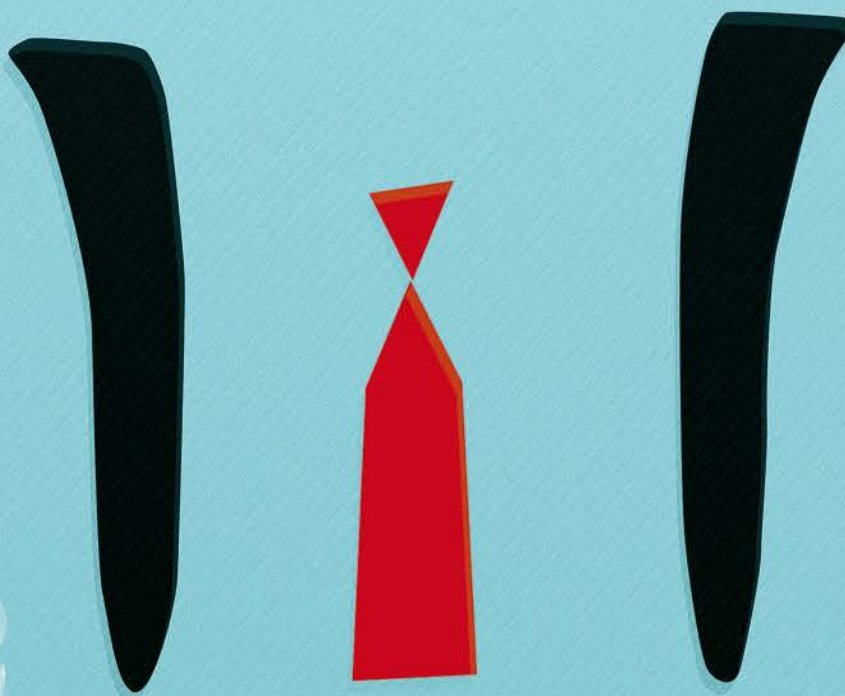
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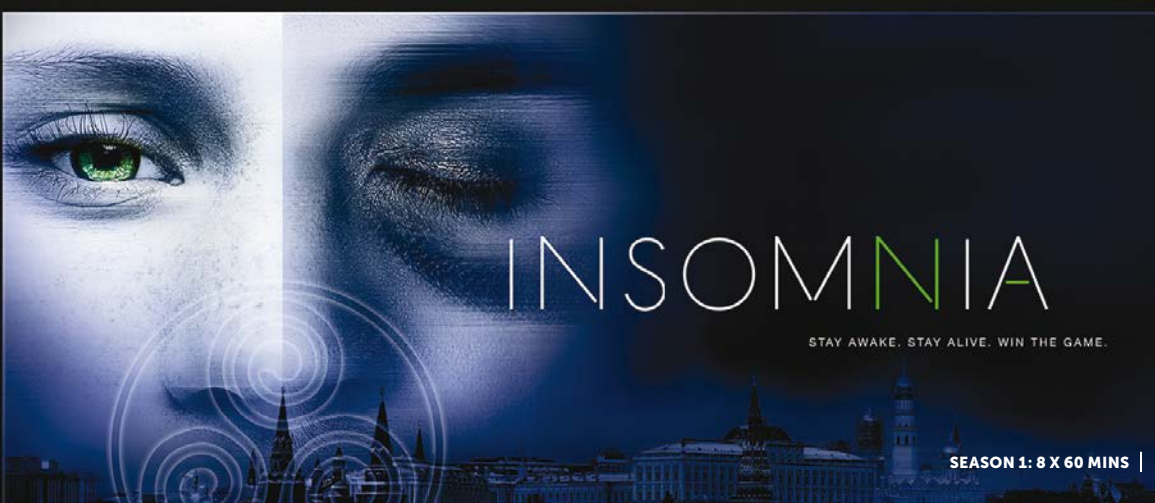
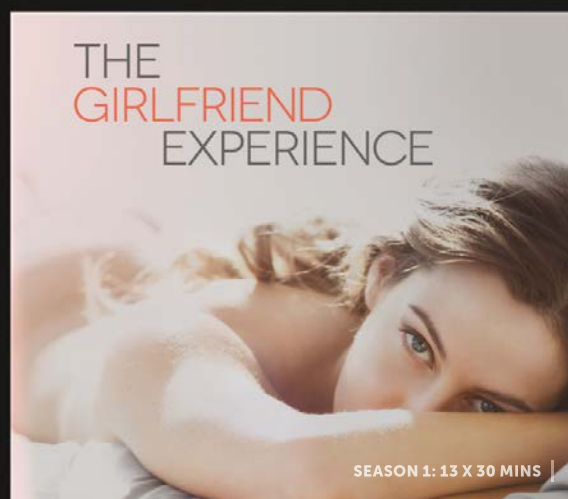
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